

Message Text

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PAGE 01 MONTEV 01571 122013Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 PA-02 /025 W
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R 121819Z MAY 78
FM AMEMBASSY MONTEVIDEO
TO USDOC WASHDC
INFO SECSTATE WASHDC 6437
USICA WASHDC
AMEMBASSY SANTIAGO
AMEMBASSY BUENOS AIRES
AMEMBASSY ASUNCION

UNCLAS MONTEVIDEO 1571

USDOC PASS TO: BED/OED/MEPD

USICA FOR ICA/AR, PGM/T

E.O. 11652: N/A
TAGS: BEXP, UY
SUBJECT: COMMERCIAL IMPLICATIONS OF PENDING GOU DECISION ON
COLOR TV SYSTEM

REF: MONTEVIDEO 761

1. IN VIEW OF THE LACK OF RESPONSE TO POTENTIAL COMMERCIAL OPPORTUNITIES REPORTED IN PARAGRAPHS 4 AND 5 OF REFTEL, CHILE'S RECENT DECISION TO ADOPT THE U.S. (NTSC) COLOR TV RECEPTION SYSTEM AND THE CURRENT CONSIDERATION BEING GIVEN BY URUGUAY REGARDING THE SELECTION OF THE NTSC OR GRAMN (PAL-N) SYSTEM, THE EMBASSY WISHES TO UNDERSCORE THE COMMERCIAL IMPLICATIONS OF THE GOU DECISION AND TO OFFER ADDITIONAL SUGGESTIONS TO INTERESTED U.S. FIRMS.

2. THE GOU AND LOCAL TELEVISION INDUSTRY IN THE NEAR FUTURE WILL SELECT EITHER THE NTSC OR PAL-N SYSTEM OPENING THE
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MARKET FOR COLOR TV RECEIVERS. CONTINUING ASSESSMENTS OF THE TWO SYSTEMS LOCALLY, BUTTRESSED BY CHILE'S RECENT DECISION TO ADOPT THE U.S. SYSTEM, ENCOURAGES THE EMBASSY TO URGE U.S. MANUFACTURERS TO SERIOUSLY CONSIDER ON-SITE DISCUSSIONS AND PRESENTATIONS TO BOTH LOCAL GOVERNMENT AND TV INDUSTRY TECHNICIANS AND DECISION-MAKERS. AS CITED IN REFTEL, REPORTS INDICATE THAT URUGUAY MIGHT FOLLOW AN ARGENTINE

LEAD IN THE SYSTEM SELECTION. HOWEVER, DESPITE GERMANY'S TWO-YEAR PROMOTION CAMPAIGN OF ITS PAL-N SYSTEM AND IN-ROADS IN THE COLOR TV TRANSMISSION EQUIPMENT FIELD, ARGENTINA HAS YET TO MAKE ITS DECISION. THE EMBASSY, THEREFORE, URGES INTERESTED U.S. FIRMS TO CONSIDER THE POTENTIAL HERE AND TO SEND TECHNICAL REPS TO URUGUAY.

3. THE INTERNATIONAL COMMUNICATIONS AGENCY (ICA-MONTEVIDEO) AND THE EMBASSY'S ECONOMIC/COMMERCIAL SECTION ARE WILLING TO PROGRAM AND CO-SPONSOR TECHNICAL SEMINARS FOR COMPANY REPS IN MONTEVIDEO. WORKSHOPS OF APPROXIMATELY ONE WEEK WITH APPROPRIATE PRESS COVERAGE AND TECHNICAL SUPPORT (INCLUDING TRANSLATORS) AS WELL AS APPOINTMENTS WITH KEY OFFICIALS AND LOCAL INDUSTRY REPS CAN BE ARRANGED THROUGH THE EMBASSY.

4. ACTION REQUESTED: REQUEST MEPD MAKE APPROPRIATE INDUSTRY CONTACTS AND INFORM THEM OF EMBASSY'S SUGGESTIONS AND OFFER.

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Message Attributes

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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Drafter: n/a
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From: MONTEVIDEO
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